

2045378078

TIME PERIOD: 1992

		FM 85'S	FM 100'S	PV 85'S	PV 100'S	25'S PV 85'S	25'S PV 100'S
MFG. LIST PRICE(PER 1000)		\$75.90	\$77.40	\$64.00	\$65.25	\$66.92	\$68.12
LESS TERM DISC.		\$2.47	\$2.52	\$1.60	\$1.63	\$1.67	\$1.70
LESS IDP	0.00%						
COST TO DISTRIBUTOR		\$73.43	\$74.88	\$62.40	\$63.62	\$65.25	\$66.42
ADD AVG. S.E.T.	\$13.86	\$87.29	\$88.74	\$76.26	\$77.48	\$79.11	\$80.28
DIST. MARK-UP	5.00%	\$4.36	\$4.44	\$3.81	\$3.87	\$3.96	\$4.01
COST TO RETAILER		\$91.66	\$93.18	\$80.07	\$81.35	\$83.06	\$84.29
RETAIL MARK-UP		\$112.97	\$114.85	\$106.10	\$107.79	\$110.06	\$111.69
ADD SALES TAX	5.19%	\$5.86	\$5.96	\$5.51	\$5.59	\$5.71	\$5.80
COST PER 1000		\$118.83	\$120.81	\$111.60	\$113.39	\$115.77	\$117.48
COST PER PACK	WEIGHT 50.00%	\$2.54	\$2.58	\$2.22	\$2.26	\$2.31	\$2.34
COST PER CARTON	50.00%	\$22.16	\$22.53	\$19.44	\$19.75	\$20.16	\$20.46
PROJECTED CATEGORY SHARE		47.16%	33.65%	7.91%	10.88%	0.07%	0.34% 19.2%

INPUT VARIABLES:

DESCRIPTION

DISCOUNT FM 3.25% PV 2.50%
 IDP 0.00%
 AVG S.E.T \$0.2772
 DIST M.U. 5.00%
 CRT. M.U. 14.50% 21.00%
 PK M.U. 32.00% 44.00%
 CARTON% 50.00%
 PACK% 50.00%
 SALES TAX 5.19%
 COUPON \$0.0296
 ENTER MFG. LIST PRICE ABOVE

TERM DISCOUNT
 SALES EXCISE TAX(WEIGHTED)
 DISTRIBUTOR MARK-UP
 RETAIL CARTON MARK-UP
 RETAIL PACK MARK-UP
 % OF CARTON VOLUME
 % OF PACK VOLUME
 WEIGHTED STATE TAX
 PER PACK

PRICE
 COST PER 1000 \$116.85 53.18
 COST PER PACK \$2.50
 COST PER CARTON \$21.80
 %DIFF VS. YEAR AGO
 COST PER 1000
 COST PER PACK
 COST PER CARTON